CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
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Gale Storm gets the big break opposite war-hero Audie Murphy in UI's "The Kid From Texas", which, incidentally, he is.

• •

John Ford will wind up his 20TH-FOX commitment directing Dan Daily in "Front and Centre". Immediately after, Daily will go into Fox's fall production of "The Jackpot".

• •

Ella Raines has been signed by RKO to the feminine lead opposite George Raft and Pat O'Brien in "The Bail Bond Story".

• •

Humphrey Bogart reported at the WB lot last week for his forthcoming role in "Chain Lightning", co-starring Eleanor Parker.

• •

Harry M. Popkin's next production for UA will be a picturization of the novel "Sheila", scheduled to go before the cameras in June.

• •

Clifton Webb deserts Mr. Belvedere when he goes in to "Cheaper By The Dozen" at FOX in September.

• •

Hal Wallis contemplates two new ones for PARAMOUNT—'September' which will be shot in the summer, and "The Furies" which will be started in September.

• •

WARNERS will try for a repeat of the success of the Joan Crawford-David Bryan duo; they co-star again in "The Human Conflict" as soon as Bryan gets back from MGM where he is starring in "Intruders In The Dust", on loan.

• •

Touted as 'the most authentic motion picture of the great American pastime of baseball', "The Cleveland Story" will go into production shortly. To assure authenticity, REPUBLIC has hired the entire Cleveland Indian outfit, including Boudreau, Feller, Beardon, et al.

• •

Gail Davis, ex-beauty-contest winner, will play the feminine lead opposite Gene Autry in his current COLUMBIA western, "Cow Town".

• •

FOX has bought Joel Sayre's magazine story, "Man On The Ledge"—likely lead, Richard Widmark.

• •

Robert Taylor will star in his first big action picture since "Billy The Kid" when MGM's "Ambush" goes before the cameras. Taylor will play the rugged, outdoor role of Kinsman in this adaptation from the Saturday Evening Post story.

Censor Board Submits Report

The Department of Motion Picture Censorship and Theatre Inspection, under the chairmanship of O. J. Silverthorne, submitted its annual report for the fiscal year ending March 31, 1949, to the Ontario Prime Minister last week.

Highlights of the year under review were, according to the Board: (a) the expansion of the theatre field through the investment of many millions of dollars, (b) the unprecedented number of films submitted for censorship, (c) the fact that about 20 per cent of the films submitted were of British origin, (d) and the record amount of screen time won by foreign films, exhibition of which was formerly limited to a handful of special-type theatres.

47 New Theatres

The report goes on to state that during the fiscal year, 47 new theatres commenced operation in Ontario, bringing the total to 497. At least ten of these are considered, as a group, to be the finest in the world in beauty of design and building and mechanical technique. Theatre experts have come from all parts of the continent to study them.

"The need of outlets for British films has been in some measure responsible for the building of theatres by Old Country interests, while the increased number of British films being produced is the major factor in Ontario's volume having been a record one.

"British-made motion pictures have been found mature in outlook, socially significant and at the same time highly entertaining. Technically they are on a high plane, with detail work and color outstanding. It should be noted that, as an example of the British producer's sense of responsibility, a great number of short subjects have been produced at considerable cost and effort to meet the demands for entertainment suitable for children.

Foreign Films Popular

"The increased popularity of the foreign film is due to the elements of appeal not usually found in Hollywood products. European dramas are unusually realistic, while its musicals are mainly operas which have found new followers for that form of presentation. Russian, French, Swedish and Italian films were examined last year.

"But the main reason for the increased number of films submitted and exhibited is the added number of theatres."

Censorship

"The Board of Censors reviewed a total of 606 feature motion pictures from the United States, Great Britain and Continental Europe. Of these, approximately 25 per cent were treated before being exhibited in Ontario. One subject was rejected entirely.

(*Continued on Page 8*)

O. J. SILVERTHORNE
Chairman of the Department of Censorship and Theatre Inspection.

Stillman And Kramer Split

Stanley Kramer, president of Screen Plays Corp., yesterday announced that the Company had reached the end of its two-picture deal with John Stillman, Florida financier, and will complete the next three pictures on its U.A. release program with new financing.

Stillman's son Robert, who was associate producer and assistant director on "Champion" and "Home of the Brave" as part of the deal, will no longer remain at Screen Plays, it was disclosed. Financing by Robert's father covered only the two productions, Kramer said.

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RAY PRESENTS

THE Mammoth of the Movie story in Coronet, as referred to in last week's issue of The Digest, was written by Ezra Goodman. He starts his story with the following sentence, "Every Thursday, anyone who has a desire to become a motion picture star can walk unannounced past the guarded gates of Metro-Goldwyn-Mayer into the office of Billy Grady, the studio's casting director. Grady, ordinarily not an easy man to see, keeps open house from 9 A.M. to 1 P.M., when he interviews an average of 150 applicants who flock from all parts of the world to try their luck at the foremost of America's film factories".

This walking into the Metro-Goldwyn-Mayer studio and into the office of the studio's casting director unannounced is new to me, but then I have not been in Hollywood for some years and times may have changed. In my time, it was necessary, but definitely, to present credentials or else the guards saw that you stayed out.

THINK of the many people who believe that they are a reincarnation of Cleopatra, or Sara Bernhardt, of Jean Harlow, of Edwin Booth, of Valentino; think of the mothers who have embryonic Shirley Temples, Jackie Coogans, and think of the "Nuts" who go after Motion Pictures just as Carrie Nation went after Saloons. Billy Grady really should be provided with armour to wear under his vest. However, he is quoted as saying, "Talent is where you find it and some of it may be lying right under our noses in Hollywood".

Goodman goes on to explain how the middle name of the M-G-M trademark happens to be Goldwyn; although Samuel Goldwyn resigned from Goldwyn Pictures Corp. in 1922, he waived all interest in this combination. And when, in 1924, M-G-M was formed through a merger of Metro Pictures, Goldwyn Pictures and Louis B. Mayer, Goldwyn was not in the deal. When Goldwyn went into production, he used the name Samuel Goldwyn Productions to include himself in and the the M-G-M combination out.

THOSE of us who have been in the Industry since its Infancy remember Marcus Loew, that clever little showman, who built up a circuit of Loew's theatres with vaudeville and motion pictures. Loew foresaw that he required a production company to give his theatres big pictures and he merged production with exhibition and acquired the Goldwyn studio at Culver City as headquarters.

Those of us who remember this old studio would call it a little bungalow in comparison to the M-G-M studios of today, which are like a city containing everything, without the necessity of going outside of its own gates, except for a special location. And M-G-M frequently and generally builds the location within its own domain; builds it better and for greater convenience and service than can be obtained elsewhere.

Ezra Goodman states that the Goldwyn Studio was originally built by Triangle in 1915, "headed by three moguls of the silent screen — D. W. Griffith, Mack Sennett and Thomas H. Ince. Early Hollywood heroes like Douglas Fairbanks, Dustin Farnum, and William S. Hart did their cavorting on Triangle glassed-in stages under natural sunlight".

WE now approach the era of the million-dollar production. Goodman talks about Ben Hur and the fact that a unit went to Rome to film scenes on location. Many of us remember Ben Hur and Fred Niblo's hand in its final production. I seem to recall that in some of the theatres in which it was shown, there was a break in the picture, the curtain went up on a scene in which there were live horses on the stage, with charioteers in chariots galloping on a treadmill. It was a humdinger thriller and left the audience limp with excitement.

Louis B. Mayer comes into the picture of the Coronet story. He is described as short, stocky and his lieutenant is Irving Thalberg. "Mayer's biography reads like an Alger tale. Foreign-born, he came to California via New Brunswick, Canada, where his father was a ship-salvager. As a young man, Louis built up a chain of New England movie theatres and a film distributing agency, but the product emanating from New York and Hollywood did not satisfy him.

He thought he could do better himself, so he began producing movies at Fort Lee, New Jersey. In 1909, he moved to Hollywood and soon was making films with such exotic titles as The Woman Thou Gavest Me and The Dangerous Age, starring personalities like Norma Shearer, Anita Stewart, Renee Adoree".

IT is difficult to remember all of the outstanding pictures produced by M-G-M, a few of them, however, stand out most vividly in my memory. I shall never forget "The Big Parade" with Renee Adoree; "Unholy Three" with Lon Chaney; "La Boheme" with Lillian Gish, John Gilbert, and King Vidor as director; "Flesh And The Devil" with John Gilbert, Clarence Brown as director; Norman Shearer in "The Divorcee"; Greta Garbo in "Anna Christie" with Marie Dressler; Marie Dressler and Wallace Beery in "Min and Bill"; Lionel Barrymore in "A Free Soul"; and the three Barrymores, Ethel, Lionel and John in "Rasputin And The Empress"; "Grand Hotel" (nothing ever happens) with Greta Garbo, Joan Crawford, John and Lionel Barrymore; and somewhere among the bests, "Rose Marie" with Jeanette Macdonald and Nelson Eddy.

Norma Shearer also stands out in my mind with Leslie Howard in "Smilin' Through", and in "Strange Interlude", the motion picture which introduced intermissions (if my memory is up to mark, it ran close to four hours). I remember Jean Harlow in "Blonde Bombshell" and the other Harlow pictures, particularly "Dinner At Eight" with a host of stars. How well I recall that classic line spoken by Marie Dressler as she looked Jean Harlow over and said, "You'll never have to worry about that".

I AM drifting away a considerable distance from the Coronet story to roll like a colt in memorable Green Pastures for which blessing let us add, Hallelujah. Many of us remember the combination which Louis B. Mayer developed with "The Boy Wonder", Irving Thalberg, that slim young man with the coals of fire in his eyes, who went from a secretarial job with Carl Laemmle, to studio chief of Universal City, and then to M-G-M.

"M-G-M opened its doors on April, 1924, when 600 employees gathered to hear talks by Mayer, Thalberg and producer Harry Rapf . . . It is a far cry from the M-G-M of 25 years ago to the imposing high-powered plant of 1949, which pays the largest salaries in the cinema city, produces the biggest pictures, grosses the most money, and is sometimes referred to as 'The Country Club'. The 600 employees are now a maximum of 5,000; the glassed-in stages of the silent movie era are now 31 modern sound

(Continued on Page 8)

Toronto and District

By BILL PRESS

REPRESENTATIVES of respective branches of the film industry have become members of the Canadian Motion Picture Industry Council under the sponsorship of the Board of Trade's Motion Picture Section in Toronto, it has been announced by F. D. Tolchard, secretary of the board.

The purpose of the council is to supply official information to the trade on subjects which would have public-relations value. The council members are: James R. Nairn, Famous Players Canadian Corp.; James A. Cowan, J. Arthur Rank Organization of Canada; William Redpath, 16 mm. Moving Picture Distributors Association of Canada; Jack Chisholm of Associated Screen News, for the film producers, and Ben Freedman for the independent exhibitors.

The council replaces the proposed public-relations committee of the Canadian industry. Its president is Hye Bossin and the secretary is F. C. Dillon of the motion picture distributors.

* * *

"This Wine of Love", an outstanding Italian production released by Alliance Films, went into the new Towne Cinema, Toronto, following two weeks of "The Guinea Pig". Meanwhile Ray Lewis was on the high seas bound for Europe on a scouting expedition for the pick of further Continental attractions.

* * *

With both Harold Wilson, president of the British Board of Trade, and Eric Johnston, president of the Motion Picture Association of America, New York, due to visit Toronto during the Canadian International Trade Fair, something was expected to break in connection with film - industry affairs to affect the Dominion.

Mr. Wilson was believed to be ready to state the position of British films for the Canadian market in view of the necessity of greater trade with this country to bolster Britain's economy.

* * *

"Quartet" continued for an eighth week at the International Cinema in Toronto and also opened an engagement at the Community which has become Hamilton's specialty theatre.

* * *

The program for the all-night show at the Rio Theatre in downtown Toronto for Victoria Day consisted of "One Million B.C." and "Phantom of the Plains". Both of Toronto's drive-in theatres added a display of fireworks on the holiday evening after staging midnight performances on the previous night.

The engagement of "Joan of Arc" at the Century in Hamilton had a form of giveaways with the presentation of attendance prizes twice daily. A set of Joan of Arc International Sterling was presented to a successful lady at both matinee and evening performances.

* * *

Duncan Campbell opened the greatly-improved Mountain Theatre at Hamilton on May 23. The inauguration of the remodelled theatre, with a capacity crowd present, was featured by a parade of the pipe band of the Argyll and Sutherland Highlanders, greetings by representatives of the Hamilton Theatre Managers Association, and the Mountain Businessmen's Association and the dedication by Cont. A. H. Frame.

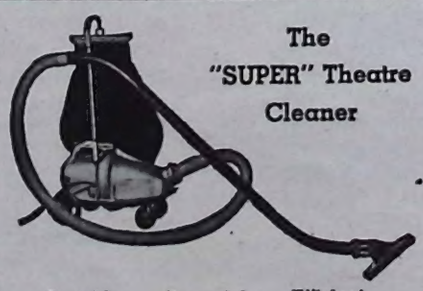
Years ago, the theatre was known as the Lyceum and its transformation has been complete from glass front to the screen.

* * *

The Alladin Rug Co. in North Toronto is sponsoring a half-hour vaudeville bill on the stage of the Circle Theatre every Wednesday and Thursday night. The plan is working out very nicely under the direction of Manager Fred Leavens.

25 Yr. Awards Won In Regina

A former manager of the Capitol theatre, Regina, and now manager of the Palace theatre, Calgary, P. D. "Pete" Egan has been admitted to the 25-Year Club of Famous Players. He received his diamond-studded pin and certificate from J. J. Fitzgibbons, president of the corporation, who made a special trip to Calgary to make the presentation. Other Calgarians in the 25-year club are Mrs. Jessie Latus and William Funell, both of the Capitol.



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The Canadian Moving Picture Digest

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It was nice to see the Odeon organization use display space in the Toronto newspapers for the midnight show, May 26, at the Famous Players' Imperial Theatre in aid of the benevolent fund of the Canadian Picture Pioneers.

Israel Wilkes Heart Victim

Israel Wilkes, associated in an executive position with the late Abe Orpen for 20 years prior to his retirement, died suddenly May 27, after a heart attack at his home, 416 Rushton Road.

In his younger days, he organized and managed a vaudeville company, known as Wilkes Musical Players, which toured Canada and the United States. Frequently the cast of players and chorus girls numbered as many as 60. Leaving the vaudeville field, Mr. Wilkes became a pioneer in the motion picture industry and made a tour of the continent with several silent pictures, including the original "Mickey." He had been retired for 10 years.

Mr. Wilkes is the father of Bert H. Wilkes, former Associate Editor of The Digest.

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Selznick Releasing Organization - Alliance Films Ltd. Form New Canadian Distributing Company

JOSEPH MARKS TO HEAD SALES

Sidney G. Deneau, Vice-President in charge of sales of the Selznick Releasing Organization, announced May 31st the formation of a new Canadian sales organization, Selznick Alliance, Ltd., in association with J. L. Smith and Ray Lewis of Alliance Films.

From offices in the principal Canadian exchange cities, Selznick Alliance, Ltd. will handle the release of all films for which SRO holds the Canadian distribution rights, as well as the product of Alliance Films, Ltd., which in the past has handled outstanding foreign films and re-issues.

Joseph Marks, Canadian sales manager for SRO, will be the general manager of the new company, which will headquarter at 21 Dundas Square, Toronto.

Included in the Selznick Releasing Organization product which will be handled by the new organization are "Duel In The Sun", "Mr. Blandings Builds His Dream House", "The Paradine Case", "Portrait Of Jennie", and "The Fallen Idol", as well as re-issues of "Rebecca", "Spellbound", "Intermezzo", "Since You Went Away", "I'll Be Seeing You", "Prisoner Of Zenda", "Garden Of Allah", "Adventures Of Tom Sawyer", and "Bill Of Divorcement."

Selznick-Alliance, Ltd. will begin business as of June 1.

DAVID O. SELZNICK
President, Selznick Releasing Organization

JAMES L. SMITH
President, Alliance Films Limited

SIDNEY G. DENEAU
Vice-President in charge of Sales, Selznick Releasing Organization

RAY LEWIS
Special Representative, Alliance Films Limited

JOSEPH MARKS
Canadian Sales Manager, Selznick Releasing Organization

Western Exhibitors To Meet

The Annual Meeting of the Manitoba Motion Picture Exhibitors Association will be held in the Royal Alexandra Hotel, Winnipeg, on Monday, July 4th.

The Alberta Association are holding their Annual Meeting at Banff June 5th and 6th.

Ticket Tax Swift Current

Swift Current's new amusement tax bylaw, effective June 1, calls for tax on tickets costing more than 25 cents. Up to $1 the tax is five cents; up to $1.50, 10 cents; over that amount 10 percent. Blind people attending a place of amusement are tax exempt. When funds are raised for religious, educational and charitable purposes, no amusement tax will be levied.

TRADE HEADLINES

Columbia Subsidiary Announces TV Production

●

Charles Brackett Is New Head of Academy

●

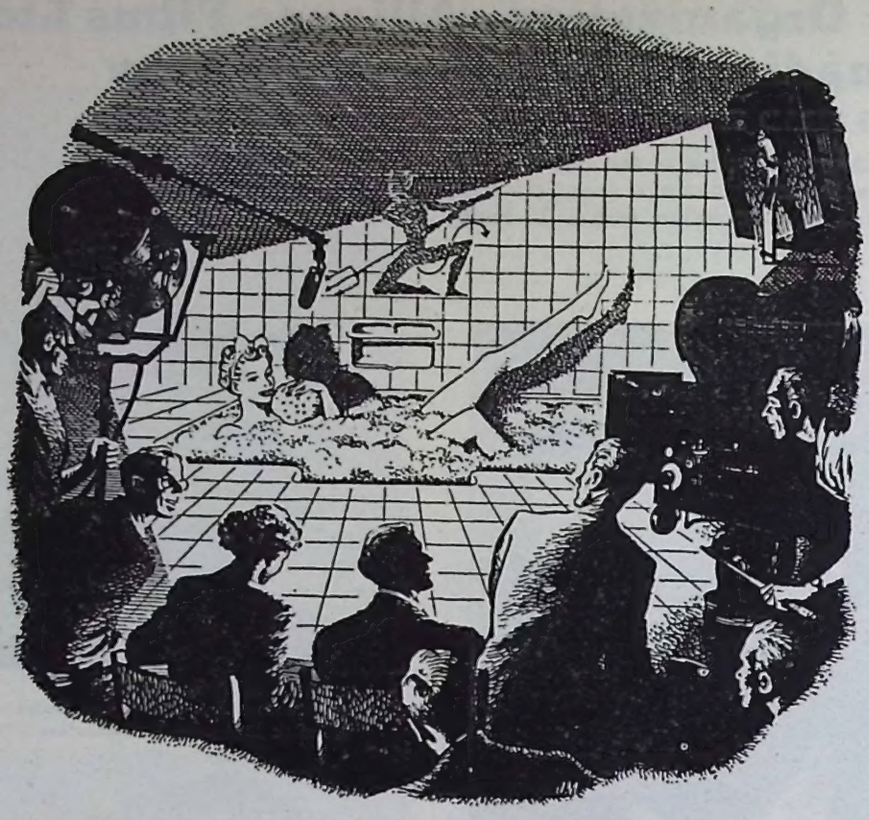
RKO's '48 Profit Was Half-Million

●

No Quota Changes — Britain Tells U.S. — Hollywood Up In Arms

●

Mankiewicz Voted 'Best Director' For "Letter To Three Wives"



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Winnipeg News

By J. J. CONKLIN

"THE OWL" showing of pictures at the Capitol Theatre Wednesday midnight, May 18, in aid of the funds of the Motion Picture Pioneers, was a tremendous success, over $700.00 being secured, which will go to the general fund of the pioneers, to help out disabled members of the organization across Canada. The executive is now considering four applications for aid. Harold A. Bishop was chairman of the programme committee.

* * *

A cigarette butt dropped by a careless pedestrian on Portage avenue sent fire fighting equipment from No. 1 and No. 3 stations to Lyceum theatre about 7p.m. Wednesday. The cigarette butt had been dropped through a small hole in the widewalk beside an old shute and had ignited old coal rubbish in theatre basement. Blaze was confined to the portion of the building beneath Portage avenue sidewalk. To avoid panic in theatre, firemen slipped in with a hose and quickly extinguished the fire. Patrons calmly stepped over the hose and continued into the movie.

* * *

Arthur Silverstone, district manager of Twentieth Century-Fox Films, Toronto, visited the local branch office in Winnipeg last week. He returned to Toronto Sunday, May 22. Mr. Silverstone came to Winnipeg earlier in the week to attend the funeral of Dr. Manly Finkelstein, of the city, who died suddenly in Montreal on May 13. The doctor was official physician to the film and picture industry in Winnipeg and for many years had been associated with the personnel of the theatre fraternity.

* * *

An audio-visual workshop of special interest to groups and individuals concerned with educational use of films, will be held at Victoria Albert school, William Ave., and Ellen St., Thursday and Friday evenings.

Highlights of the programs planned for workshop will be talks by John Pankiw and Dr. J. K. Friesen on effective use of films at the Thursday evening session and a talk by D. E. Woodsworth, regional supervisor, National Film Board, on selecting and evaluating films at the Friday evening meeting.

* * *

A bill urging installation of projectors in Winnipeg's 13 Roman Catholic schools was passed Friday by the 13th annual Catholic Schools parliament. This bill was one of three introduced by Premier William Palahniuk's government and passed by assembly.

J. J. Fitzgibbons, president and general manager of Famous Players, visited the corporation's branch here last week.

* * *

Attendance is falling off in the first run houses but the theatres which are keeping up business are those where managers see to it that their customers get what they want. This is a serious study in itself but it gets good results and brings in the sheckels to the box offices. The Capitol showed the great scenic, historical and romantic story, "Canadian Pacific", to large crowds; the Odeon presented the notable production, "Saraband"; "The Return of October" proved a delightful production and ran for two weeks at the Gaiety; the Dominion for a week, showed "Musica Troibith", a musical feature: "Tulsa" thrilled Garrick patrons for two weeks; the hilarious "Family Honeymoon" went over big for two weeks at the Odeon.

* * *

Alexis Smith, WB star, will be in Winnipeg the week of June 5th to help the Winnipegers celebrate the 75th anniversary of their city. The event will be marked by a Western Canada premiere of Miss Smith's latest starring vehicle "South of St. Louis" at the Met. Tony Ranicar, WB's publicity head is on his way out west to supervise.

* * *

Ralph Foster, a member of the executive of the National Film board, Ottawa, was in Winnipeg the week May 16 to 22nd, visiting the regional office which covers Manitoba and northwestern Ontario in Board affairs. Mr. Foster is arranging for the summer distribution of the Board's products in theatres and in halls and rural gatherings in the shelters provided. He is also calling on theatre executives and house managers to arrange for screenings for their patrons.

* * *

Thieves who forced their way into the Regent theatre, 640 Main St., Saturday night through a roof top ventilator stole $330 in cash and a wrist watch from manager's safe. The theft was discovered at noon Sunday.

* * *

Frank A. Vaughan, general manager of Monogram Films, Toronto, spent the week of May 6 in the city, visiting the theatres and the Film Exchange Board. Mr. Vaughan for a number of years resided in Winnipeg and Calgary when he was manager of Universal Films. He will visit Calgary and Vancouver next week.

GROUCHO TABS TV

Arthur A. Engles, in a recent interview with Groucho Marx, as published in the Hollywood Reporter, found The Grouch in a particularly philosophic mood; subject: television; result: enough pearls of wisdom to fill a barrel. Here is what Groucho had to say about moving picture's highly touted competitor, verbatim:

"Run for your career, boys. A new monster has arrived, scaring the daylights out of actors, producers, theatre owners, sports promoters and sponsors. According to some of the prophets, within six months most of the theatres, night clubs and sports arenas will be dismantled and converted into parking lots. We may not even need the parking lots because no American with a TV set is ever going to go outdoors again. To hear them tell it, we will soon be a nation of squint-eyed hermits huddling around wooden boxes with glass fronts. Only a lower case cretin will ever go to a movie again. Who in his right mind is going to look at "Johnny Belinda" or "Hamlet" when he has the choice of sitting home and watching a 20-year-old western with the same story, plot and cast he saw not only the night before, the month before, but the year before. Can you conceive of anyone journeying to a ball park, sitting in that awful fresh air, eating hot dogs and drinking beer when, by just flicking a switch, he can remain at home and see the catcher's right shoulder, the first baseman's right ear, the third finger on the left hand of the fielder and, if he keeps his eye peeled, some time during the evening he may see the baseball. What young lover is going to take his girl out for an evening of dancing, and whatever the current equivalent is for necking, when he can watch a chous of six girls without faces dancing hazily on kinescope. As for the poor old theatre, it's dead again. This happens every ten years. It was killed long ago by the movies, then by radio and now, the coup de grace, by television. Who wants to see "Death of a Salesman," "South Pacific" or any of the great plays when that same time can be consumed in watching a seal juggling a rubber ball, puppets with dialogue out of the first reader by Joe Miller, and second-rate plays with stock company actors in papier-mache sets. I am sure TV will grow bigger and more professional each year, but people will want action. They will still want to smell the turf at Santa Anita, the rush to the betting window, the fun of personally cursing the umpire, and the drama and crowd of the fight arena. This is America, my fine calamity howlers. This is still the land of the jet plane test pilot, of Johnny Appleseed and Errol Flynn. Basically we are a gregarious and crowd-loving nation and no mechanical invention will ever plant us permanently in front of a fireplace."

Censor Board's Report

(*Continued from Page 2*)

"The Board re-examined, as part of the total, 79 feature pictures returned to the market after an absence of from 7 to 15 years.

"The Board examined 737 sixteen millimetre items. Through the use of the 16 MM. film many small municipalities which do not warrant the expensive type of construction required for use of standard films, are now served by permanent theatres or by itinerant operators. There are 181 of these machines licensed for use in the Province.

"In spite of the increased responsibility caused by the exceptionally large number of fims submitted for examination, the department believes its staff to have interpreted adequately the overall outlook of the people of Ontario with regard to their approval and disapproval of the content of motion pictures.

Brutality In Films

"Influential power possessed by the motion picture screen upon the lives of the masses resulted in the Board eliminating to a greater degree, scenes of violence and brutality. Men being kicked on the head and body and other forms of too realistic brutality, along with scenes depicting certain types of hold-ups, were ordered removed from many feature motion pictures. This was done so that mentally immature persons would not be given the slightest opportunity of viewing a scene of violence which they could use as a basic idea to commit a crime.

"Mistreatment of animals is never permitted on the screen yet violence toward human beings appeared to be running rampant. Men were shown being kicked and beaten into unconsciousness in many of the cheaper grade and gangster type feature pictures. The Board viewed these scenes with alarm and was of the opinion that copying of such tactics could easily result in death or permanent injury to some innocent person.

Advertising

"Excessive display of fire-arms in newspaper and poster advertising for certain types of motion pictures was reduced to a greater extent than ever before and deletions of guns were ordered in several Western-type pictures, as well as those advertising crime and gangster films. Views depicting hanging scenes were also ordered deleted from advertising material.

"During the year 1,018 pieces of advertising were rejected. Of this total 211 were treated by the Film Exchanges and after the objectionable portions were satisfactorily removed, were permitted to be displayed throughout the Province.

Adult Entertainment

"Fifty-four motion picture features were marked Adult Entertainment by the Board during the year. Since June 1, 1946, when the marking of pictures was inaugurated, a total of 179 features have been considered as not suitable for juvenile consumption. During the previous fiscal year there were 61 features marked, while during the first year there were 64.

"The Board points out that feature motion pictures even after eliminations were made, were marked as Adult Entertainment because of illicit love scenes; mob. violence; over-emphasis on sex; extreme brutality; murder and poison murder; gangster, crime, extreme horror; insanity; over-emphasis on and excessive drinking; mercy killing; kidnapping and one with a religious background.

"Gangster films led the list in the number of pictures marked Adult Entertainment, with a total of 19, while sex scenes resulted in the marking of 12 others.

New Theatres

"Accent has been placed in all instances, on safety and the comfort of the patron. Spacious lounges, foyers and restrooms are a part of all new construction, plus the most modern projection equipment, spacious seating arrangements, air circulation and temperature control. Areas in lounge sections have been set aside for television where patrons may sit and watch video programs. Many now feature art and other exhibits in lobbies or foyers.

Exchanges

"Frequent inspections were made of all theatres, film exchanges and film printing establishments and a gradual decrease is noted in criticisms offered by the inspectors. This indicates more strict adherance to regulations and a common desire by all concerned for clean, comfortable and safe surroundings in which the public may enjoy its favourite entertainment."

Lightstone Barron Attend Paramount Sales Meeting

Gordon Lightstone, General Manager for Paramount Pictures in Canada, and Win Barron, Canadian Director of Public Relations for Paramount have recently returned from the first of five Divisional Sales Meetings held at the Hotel Pierre, New York.

With Eastern and Southern Divisional Manager, Hugh Owen presiding, the head table included Alfred Schwalberg, Distributional Chief for Paramount; Ted O'Shea, Assistant to the Distributional Chief; Oscar Morgan, Sales Manager for Paramount Short Subjects and News; and Al Kane, Assistant to Hugh Owen.

Among the many things discussed was Paramount's terrific lineup of top pictures of the year as well as the company's position in the Industry. Mr. Zukor, Mr. Balaban and other top figures in the Company put in an appearance at the meeting.

The two-men, brimming over with enthusiasm, are back at their desks with their sleeves pushed up and ready to pass on plenty of ideas at the Canadian Sales Meeting to be held in Toronto, June 15-17, 1949.

RAY PRESENTS

(*Continued from Page 3*)

stages; the 40 acres of 1924 have grown to 178, containing everything from a private zoo to a schoolhouse for junior geniuses.

"Today, Metro makes newsreels, shorts and some thirty-five features annually, each of the latter budgeted at an average of $1,600,000. In key cities, 32 exchanges distribute the company's films, making 40,000 shipments weekly. And the studio is valued at more than $200,000,000 as compared with $50,000,000 at the time of its merger".

The Coronet story is in the May edition; get a copy, it is most interesting. It brings the story through to the period of time when Howard Dietz dressed Leo, The Lion in tails, and caused him to walk upright. It carries the story through the Loew administration to the Nicholas Schenck presidency. It follows through to the Doré Schary induction, and lists the present and coming big M-G-M pictures, finishing on this note, "Under the Mayer-Schary aegis, certain Hollywood observers predict that Leo may yet roar more loudly and more impressively than ever". We of Motion Pictures add "Long May He Roar".

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"The Last Bandit" (Rep.), Trucolor, and "Fighting Fools" (Mono.).

EGLINTON-UNIVERSITY
Third week. "Mr. Belvedere Goes To College" (20th-Fox), with Clifton Webb and Shirley Temple.

IMPERIAL
Second week. "Flamingo Road" (WB), with Joan Crawford and David Brian.

LOEW'S
"Little Women" (MGM), Technicolor, with June Allyson and Peter Lawford.

ODEON CARLTON
Second week. "Blue Lagoon" (EL), with Jean Simmons and Donald Huston.

SHEA'S
"A Woman's Secret" (RKO), with Maureen O'Hara and Melvyn Douglas.

TOWNE CINEMA
"This Wine Of Love" (Alliance), with Nelly Corradi and Tito Gobbi.

UPTOWN
"Caught" (MGM), with James Mason and Barbara Bel Geddes.

VICTORIA
"The Commandos Strike At Dawn" (Col.), and "The Invaders" (Col.).

MONTREAL

CAPITOL
"The Sun Comes Up" (MGM), Technicolor, with Jeanette MacDonald and Lassie.

IMPERIAL
"The Countess of Monte Cristo" (UI), with Sonja Henie and Michael Kirby.

LOEW'S
"Take Me Out To The Ballgame" (MGM), with Frank Sinatra and Gene Kelly.

ORPHEUM
"Jigsaw" (UA), with Franchot Tone.

PALACE
Second week. "Mother Is A Freshman" (20th-Fox), Technicolor, with Loretta Young and Van Johnson.

PRINCESS
Second week. "The Set-Up" (RKO), with Robert Ryan and Audrey Totter.

SAINT JOHN

CAPITOL
"Canadian Pacific" (20th-Fox), Cinecolor, with Randolph Scott and Jane Wyatt.

MAYFAIR
"Summer Holiday" (MGM), and "The Crime Doctor's Gamble" (Col.).

PARAMOUNT
"The Sun Comes Up" (MGM), Technicolor, with Jeanette MacDonald and Lassie.

STRAND
"Blood and Sand" (20th-Fox), Technicolor, with Tyrone Power and Rita Hayworth.

WINNIPEG

CAPITOL
"Canadan Pacific" (20th-Fox), Cinecolor, with Randolph Scott and Jane Wyatt.

GAIETY
"Walk A Crooked Mile" (Col.), with Louis Hayward and Dennis O'Keefe.

GARRICK
"I Shot Jesse James" (Cardinal), with Preston Foster and Barbara Britton.

MET
"Mother Is A Freshman" (20th-Fox), Technicolor, with Loretta Young and Van Johnson.

ODEON
"Saraband" (EL), Technicolor, with Stewart Granger and Joan Greenwood.

CALGARY

CAPITOL
"A Song Is Born" (RKO), Technicolor, with Danny Kaye and Virginia Mayo.

GRAND
"Family Honeymoon" (UI), with Claudette Colbert and Fred MacMurray.

PALACE
"Fighter Squadron" (WB), Technicolor, with Edmond O'Brien and Robert Stack.

STRAND
"Hills Of Home" (MGM), Technicolor, and "Henry The Rainmaker" (Mono.).

VANCOUVER

CAPITOL
"Command Decision" (MGM), with Clark Gable and Van Johnson.

ORPHEUM
"Down To The Sea In Ships" (20th-Fox), with Richard Widmark and Dean Stockwell.

PLAZA
"Song Of India" (Col.), with Sabu and Gail Russell.

STRAND
"Kiss In The Dark" (WB), with Jane Wyman and David Niven.

STUDIO
"Shoeshine" (Alliance).

VOGUE
"Champion" (UA), with Kirk Douglas and Marilyn Maxwell.

Gordon Lightstone, Paramount Canadian General Manager, who flew down to attend the New York Divisional Sales Meeting, is shown at top in a family portrait of Paramount's top men. Reading from left to right: Asst. Div. Mgr. Al Kane, Br. Mgr. Henry Germaine of New Haven, Henry Randel of New York, New Orleans Br. Mgr. Gordon Bradley, Br. Mgr. John Moore of Boston, Jacksonville's Br. Mgr. Bill Holliday, A. W. Schwalberg, Hugh Owen, Br. Mgr. Al Duren of Charlotte, Br. Mgr. Clyde Goodson of Atlanta, Ted Shea, and Mr. Lightstone.

Miriam Hopkins, Broadway actress and starring in "The Heiress" with Win Barron, Canadian Director of Public Relations.

Gordon Lightstone and Win Barron are seen enjoying a chat with Arlean Whelan, starring in "Dear Wife".

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